

This listing of claims will replace all prior versions and listings of claims in the Application.

LISTING OF CLAIMS:

1. *(Currently Amended)* A method for processing electronic orders comprising the computer implemented steps of:

receiving from a mobile customer device first order data for an order and device identification data, wherein the first order data comprises information relating to one or more products or services that a customer associated with the mobile customer device desires to purchase from a merchant, yet includes less than a minimum set of data required by [a] the merchant to completely process the order and the device identification data identifies the mobile customer device;

retrieving, based upon the device identification data, at least one data item that is not contained in the first order data, but that is required to completely process the order;

generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the merchant to completely process the order; and

providing the second order data to the merchant for processing.

2. *(original)* The method as recited in Claim 1, wherein the method further comprises:

receiving customer authentication data for a customer associated with the mobile customer device, and

authenticating the customer using the customer authentication data.

3. *(original)* The method as recited in Claim 2, wherein:
the customer authentication data includes a Personal Identification Number (PIN) for the customer, and
the method further comprises authenticating the customer using the PIN.

4. *(Currently Amended)* The method as recited in Claim 1, wherein:
the first order data [includes] further comprises customer identification data that identifies a customer, the method further comprises retrieving, based upon the customer identification data, order fulfillment information associated with the customer, and
the step of generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the merchant to completely process the order includes generating, based upon the first order data, the at least one data item and the order fulfillment information, second order data that includes the minimum set of data required by the merchant to completely process the order.

5. *(original)* The method as recited in Claim 4, wherein:
the order fulfillment information includes billing information for the customer,
the step of retrieving order fulfillment information associated with the customer includes retrieving billing information for the customer, and
the step of generating, based upon the first order data, the at least one data item and the order fulfillment information, second order data that includes the minimum set of data required by the merchant to completely process the order includes generating, based upon the first order data, the at least one data item and the billing information, second order data that includes the minimum set of data required by the merchant to completely process the order.

6. *(original)* The method as recited in Claim 4, wherein:
the order fulfillment information includes shipping information for the customer, and
the step of retrieving order fulfillment information associated with the customer includes
retrieving shipping information for the customer.
7. *(original)* The method as recited in Claim 1, wherein the step of generating, based upon
the first order data and the at least one data item, second order data that includes the minimum
set of data required by the merchant to completely process the order includes generating, based
upon the first order data and the at least one data item, second order data that includes the
minimum set of data in a format required by the merchant to completely process the order.
8. *(original)* The method as recited in Claim 1, wherein the method further comprises
retrieving product information based upon the first order data, and
the step of generating, based upon the first order data and the at least one data item,
second order data that includes the minimum set of data required by the merchant to completely
process the order includes generating, based upon the first order data, the at least one data item
and the product information, second order data that includes the minimum set of data required
by the merchant to completely process the order.
9. *(original)* The method as recited in Claim 1, wherein the method further comprises
determining that the merchant cannot completely process the order, and
providing the second order data to a second merchant for processing.

10. **(original)** The method as recited in Claim 1, wherein:
the order is for a particular product or service,
the order cannot be completely processed by the merchant, and
the step of generating, based upon the first order data and the at least one data item, the
second order data includes generating, based upon the first order data and the at least one data
item, second order data that includes the minimum set of data required by the merchant to
completely process an order for a second product or service.
11. **(original)** The method as recited in Claim 1, wherein the first order data and the device
identification data are received from the mobile customer device over a wireless communications
link.
12. **(original)** The method as recited in Claim 1, wherein the mobile customer device is a
mobile telephone and the device identification data is a telephone number for the mobile
telephone.
13. **(original)** The method as recited in Claim 1, wherein the mobile customer device is a
personal digital assistant.
14. **(original)** The method as recited in Claim 1, wherein the mobile customer device is a
mobile personal computer.

15. *(Currently Amended)* A computer-readable medium carrying one or more sequences of one or more instructions which, when executed by one or more processors, cause the one or more processors to perform the steps of:

receiving from a mobile customer device first order data for an order and device identification data, wherein the first order data comprises information relating to one or more products or services that a customer associated with the mobile customer device desires to purchase from a merchant, yet includes less than a minimum set of data required by [a] the merchant to completely process the order and the device identification data identifies the mobile customer device;

retrieving, based upon the device identification data, at least one data item that is not contained in the first order data, but that is required to completely process the order;

generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the merchant to completely process the order; and

providing the second order data to the merchant for processing.

16. *(Currently Amended)* The computer-readable medium as recited in Claim 15, further comprising one or more additional sequences of instructions which, when executed by the one [ore] or more processors, cause the one or more processors to perform the steps of:

receiving customer authentication data for a customer associated with the mobile customer device, and

authenticating the customer using the customer authentication data.

- P2
17. (*original*) The computer-readable medium as recited in Claim 16, wherein:
the customer authentication data includes a Personal Identification Number (PIN) for the customer, and
the computer-readable medium further comprises one or more additional sequences of instructions which, when executed by the one or more processors, cause the one or more processors to perform the step of method further comprises authenticating the customer using the PIN.
18. (*Currently Amended*) The computer-readable medium as recited in Claim 15, wherein:
the first order data [includes] further comprises customer identification data that identifies a customer,
the computer-readable medium further comprises one or more additional sequences of instructions which, when executed by the one [ore] or more processors, cause the one or more processors to perform the step of retrieving, based upon the customer identification data, order fulfillment information associated with the customer, and
the step of generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the merchant to completely process the order includes generating, based upon the first order data, the at least one data item and the order fulfillment information, second order data that includes the minimum set of data required by the merchant to completely process the order.

19. *(original)* The computer-readable medium as recited in Claim 18, wherein:
the order fulfillment information includes billing information for the customer,
the step of retrieving order fulfillment information associated with the customer includes
retrieving billing information for the customer, and
the step of generating, based upon the first order data, the at least one data item and the
order fulfillment information, second order data that includes the minimum set of data required
by the merchant to completely process the order includes generating, based upon the first order
data, the at least one data item and the billing information, second order data that includes the
minimum set of data required by the merchant to completely process the order.
20. *(original)* The computer-readable medium as recited in Claim 18, wherein:
the order fulfillment information includes shipping information for the customer, and
the step of retrieving order fulfillment information associated with the customer includes
retrieving shipping information for the customer.
21. *(original)* The computer-readable medium as recited in Claim 15, wherein the step of
generating, based upon the first order data and the at least one data item, second order data that
includes the minimum set of data required by the merchant to completely process the order
includes generating, based upon the first order data and the at least one data item, second order
data that includes the minimum set of data in a format required by the merchant to completely
process the order.

22. **(original)** The computer-readable medium as recited in Claim 15, further comprising one or more additional sequences of instructions which, when executed by the one or more processors, cause the one or more processors to perform the steps of:

retrieving product information based upon the first order data, and the step of generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the merchant to completely process the order includes generating, based upon the first order data, the at least one, data item and the product information, second order data that includes the minimum set of data required by the merchant to completely process the order.

23. **(original)** The computer-readable medium as recited in Claim 15, further comprising one or more additional sequences of instructions which, when executed by the one or more processors, cause the one or more processors to perform the steps of:

determining that the merchant cannot completely process the order, and providing the second order data to a second merchant for processing.

24. **(original)** The computer-readable medium as recited in Claim 1, wherein:

the order is for a particular product or service,

the order cannot be completely processed by the merchant, and

the step of generating, based upon the first order data and the at least one data item, the second order data includes generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the merchant to completely process an order for a second product or service.

25. **(original)** The computer-readable medium as recited in Claim 15, wherein the first order data and the device identification data are received from the mobile customer device over a wireless communications link.

- P2
26. **(original)** The computer-readable medium as recited in Claim 15, wherein the mobile customer device is a mobile telephone and the device identification data is a telephone number for the mobile telephone.
27. **(original)** The computer-readable medium as recited in Claim 15, wherein the mobile customer device is a personal digital assistant.
28. **(original)** The computer-readable medium as recited in Claim 15, wherein the mobile customer device is a mobile personal computer.

29. *(Currently Amended)* A computer system for processing electronic orders comprising:
one or more processors; and
a memory communicatively coupled to the one or more processors, wherein the memory includes one or more sequences of one more instructions which, when executed by the one or more processors, cause the one or more processors to perform the steps of:

receiving from a mobile customer device first order data for an order and device identification data, wherein the first order data comprises information relating to one or more products or services that a customer associated with the mobile customer device desires to purchase from a merchant, yet includes less than a minimum set of data required by [a] the merchant to completely process the order and the device identification data identifies the mobile customer device;

retrieving, based upon the device identification data, at least one' data item that is not contained in the first order data, but that is required to completely process the order;

generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the merchant to completely process the order; and

providing the second order data to the merchant for processing.

30. *(original)* The computer system as recited in Claim 29, wherein the memory includes one or more additional sequences of one or more instructions which, when executed by the one or more processors, cause the one or more processors to perform the steps of:

receiving customer authentication data for a customer associated with the mobile customer device, and

authenticating the customer using the customer authentication data.

31. *(original)* The computer system as recited in Claim 30, wherein:
the customer authentication data includes a Personal Identification Number (PIN) for the customer, and
the memory includes one or more additional sequences of one or more instructions which, when executed by the one or more processors, cause the one or more processors to perform the step of authenticating the customer using the PIN.
32. *(Currently Amended)* The computer system as recited in Claim 29, wherein:
the first order data [includes] further comprises customer identification data that identifies a customer,
the memory includes one or more additional sequences of one or more instructions which, when executed by the one or more processors, cause the one or more processors to perform the step of retrieving, based upon the customer identification data, order fulfillment information associated with the customer, and
the step of generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the merchant to completely process the order includes generating, based upon the first order data, the at least one data item and the order fulfillment information, second order data that includes the minimum set of data required by the merchant to completely process the order.

- P2
33. **(original)** The computer system as recited in Claim 32, wherein:
the order fulfillment information includes billing information for the customer,
the step of retrieving order fulfillment information associated with the customer includes
retrieving billing information for the customer, and
the step of generating, based upon the first order data, the at least one data item and the
order fulfillment information, second order data that includes the minimum set of data required
by the merchant to completely process the order includes generating, based upon the first order
data, the at least one data item and the billing information, second order data that includes the
minimum set of data required by the merchant to completely process the order.
34. **(original)** The computer system as recited in Claim 32, wherein:
the order fulfillment information includes shipping information for the customer, and
the step of retrieving order fulfillment information associated with the customer includes
retrieving shipping information for the customer.
35. **(original)** The computer system as recited in Claim 29, wherein the step of generating,
based upon the first order data and the at least one data item, second order data that includes the
minimum set of data required by the merchant to completely process the order includes
generating, based upon the first order data and the at least one data item, second order data that
includes the minimum set of data in a format required by the merchant to completely process the
order.

36. (*original*) The computer system as recited in Claim 29, wherein:

the memory includes one or more additional sequences of one or more instructions which, when executed by the one or more processors, cause the one or more processors to perform the step of retrieving product information based upon the first order data, and

the step of generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the merchant to completely process the order includes generating, based upon the first order data, the at least one data item and the product information, second order data that includes the minimum set of data required by the merchant to completely process the order.

37. (*original*) The computer system as recited in Claim 29, wherein the memory further includes one or more additional sequences of one or more instructions which, when executed by the one or more processors, cause the one or more processors to perform the steps of:

determining that the merchant cannot completely process the order, and providing the second order data to a second merchant for processing.

38. (*original*) The computer system as recited in Claim 29, wherein:

the order is for a particular product or service,

the order cannot be completely processed by the merchant, and

the step of generating, based upon the first order data and the at least one data item, the second order data includes generating, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the merchant to completely process an order for a second product or service.

39. **(original)** The computer system as recited in Claim 29, wherein the first order data and the device identification data are received from the mobile customer device over a wireless communications link.

40. **(original)** The computer system as recited in Claim 29, wherein the mobile customer device is a mobile telephone and the device identification data is a telephone number for the mobile telephone.

41. **(original)** The computer system as recited in Claim 29, wherein the mobile customer device is a personal digital assistant.

42. **(original)** The computer system as recited in Claim 29, wherein the mobile customer device is a mobile personal computer.

43. (*Currently Amended*) An apparatus for processing electronic orders comprising:
an information repository; and
a transaction facilitator communicatively coupled to the information repository, wherein
the transaction facilitator is configured to:

receive from a mobile customer device over a wireless communications link first order data for an Order and device identification data, wherein the first order data comprises information relating to one or more products or services that a customer associated with the mobile customer device desires to purchase from a merchant, yet includes less than a minimum set of data required by [a] the merchant to completely process the order and the device identification data identifies the mobile customer device;

retrieve from the information repository, based upon the device identification data, at least one data item that is not contained in the first order data, but that is required to completely process the order;

generate, based upon the first order data and the at least one data item, second order data that includes the minimum set of data required by the merchant to completely process the order, and

provide the second order data to the merchant for processing.

44. (*original*) The apparatus as recited in Claim 43, wherein:
the merchant is configured with a web-based order interface, and
the second order data is provided directly to the merchant, circumventing the web-based order interface.
-